

# Our Leadership Team

## Meet Donna



Donna brings over 20 years of experience as the founder and CEO of a small local nonprofit, where she led marketing campaigns that received national recognition for their impact as social change agents. Her strategic vision and dedication to creating meaningful change align perfectly with the mission of 420 Culture Connection.

Donna has a strong background in directing compliance with government contracts and enhancing political relationships, crucial skills for navigating the complex regulatory environment of the cannabis industry. Her ability to build and maintain these relationships ensures that the voices of small cannabis businesses are heard and respected.

With extensive experience in training and development, Donna has successfully gained entry to academic venues, expanding her spheres of influence and fostering a network of support for her initiatives. Her proven tactical and strategic operational skills provide a solid foundation for organizational growth, making her an invaluable asset to the 420 Culture Connection team.

Donna's expertise in building powerful advocacy networks and her commitment to social change make her uniquely qualified to lead efforts in educating and empowering cannabis consumers. Her work ensures that small businesses can thrive in a fair and open market, aligned with the core purpose of 420 Culture Connection.

## Meet James



James brings over 15 years of experience in marketing and sales within the cannabis industry, establishing a solid reputation for promoting high-quality brands. His in-depth understanding of the cannabis market and commitment to maintaining quality and authenticity

have made him a respected figure in the industry.

James's professional journey has consistently intersected with various subcultures, including music communities, art, and prison reform drives. These communities share a common goal: constructing a culture through collaboration with like-minded individuals who seek innovative ideas and celebrate creative outlets. This engagement has provided James with invaluable insights into building bridges between diverse groups and discerning quality.

His ability to connect with various communities and foster collaborative environments aligns perfectly with the purpose of 420 Culture Connection. James's expertise in marketing and sales, combined with his passion for cultural and social advocacy, makes him a vital asset in our mission to educate and empower consumers. By leveraging his skills, James helps ensure that small cannabis businesses can thrive in a competitive landscape while promoting fair and open markets.

## Meet Drew



Drew has been a dynamic force in the cannabis industry since the legalization of medical use in California, bringing a wealth of experience and a deep understanding of the market. With extensive experience in cultivation, genetics, and pheno hunting, Drew combines technical expertise with strategic vision.

A highly motivated individual with tremendous passion and energy for his work, Drew has a proven track record of building successful brands and creating brand recognition that leads to record-breaking sales numbers. As a co-founder of cannabisCVLT, he developed brand strategies and marketing plans that generated \$500k in monthly gross sales in the Southern California market within just three months of launch.

In addition to his success with cannabisCVLT, Drew held a leadership role in Connecting Cultures, an organization that creates and promotes cannabis lifestyle-themed events. His primary function involved engaging vendors ranging from start-ups to well-established companies, fostering strong industry relationships that have been key to his success.

Drew's innovative approach and keen insight into consumer behavior have consistently driven growth and engagement. His dedication to the industry and strategic vision makes him an invaluable asset in advocating for fair and open cannabis markets, ensuring small businesses thrive in a competitive landscape.

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Our combined abilities, personalities, and years of experience working in the cannabis industry have equipped us with a unique perspective and expertise. With Drew's deep roots in cultivation and brand strategy, Donna's strategic leadership and advocacy skills, and James's marketing prowess and cultural insights, we are committed to empowering small cannabis businesses through education and advocacy. Together, we champion fair and open markets, ensuring consumers are informed and small businesses thrive amidst industry challenges.